

2008 OVERSEAS VISITORS TO ARIZONA**

** Does not include visitors from Canada and Mexico

VISITATION VOLUME

Total Overseas Visitation

671,000

PORT OF ENTRY

Los Angeles	33.2%
San Francisco	14.9%
New York	8.7%
Chicago	6.1%
Newark	4.3%
Las Vegas	4.2%

FREQUENCY OF TRAVEL

Repeat Visitors to U.S.	68.0%
Average U.S. Trips last 12	1.5 trips
Average U.S. Trips last 5 years	4.0 trips
1 trip	44.6%
2–5 trips	37.0%
6+ trips	18.4%

Trip Planning:

ADVANCE TRIP PLANNING

Avg Advance Trip Decision	137.8 days
Avg Advance Air Reservation	96.2 days
Pre-booked Lodging	70.9%

USE OF PACKAGES

Yes	18.7%
Air/Lodging	9.2%
Guided Tour	9.1%
Air/Rental Car	5.6%
Air/Lodging/Rental Car	5.2%
Air/Lodging/Tour	3.3%
Air/Lodging/Bus	2.4%
Air/Lodging/Bus/Tour	2.4%
Advance Package Booking	141.8 days
Prepaid Lodging w/ Package	15.0 nights

INFORMATION SOURCES

Personal Computer	49.2%
Travel Agency	40.4%
Airlines Directly	21.7%
Friends/Relatives	16.2%
Travel Guides	15.1%
State/City Travel Office	10.7%
Tour Company	7.0%
Corporate Travel Dept.	6.7%
Newspaper/Magazine	4.7%
TV/Radio	2.7%
Nat'l Govt Tourist Office	2.0%
In-flight Info. Systems	1.7%

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Visitor Demographics:

GENDER	
Male	54.0%
Female	46.0%
AGE	
Male Average	44.8 years
Female Average	40.0 years
HOUSEHOLD INCOME	
Average HH Income	\$98,500
< \$40,000	17.5%
\$40,000–\$79,999	29.0%
\$80,000–\$119,999	23.1%
\$120,000+	30.3%

PARTY COMPOSITION	
Avg Travel Party Size	1.8 persons
Spouse	34.4%
Family/Relatives	27.2%
Traveling Alone	25.7%
Friends	20.1%
Business Associate	6.4%
Group Tour	2.0%
Adults Only	92.8%
Adults and Children	7.2%

Trip Behavior:

LENGTH OF STAY	
Avg # of Nights in Arizona	8.8 nights
Avg # of Nights in U.S.	28.4 nights
MAIN PURPOSE OF TRIP	
Leisure & VFR	76.5%
Leisure/Rec./Holidays	58.9%
Visit Friends/Relatives	16.6%
Other Leisure	1.0%
Business & Conventions	23.5%
Business/Professional	14.1%
Convention/Conference	6.1%
Study/Teaching	3.3%

ACCOMMODATIONS	
Hotel/Motel	79.4%
Private Home	18.7%
Other	7.4%

TRANSPORTATION IN U.S.	
Rented Auto	56.0%
Airlines in U.S.	38.8%
Taxi/Cab/Limousine	33.6%
City Subway/Tram/Bus	26.3%
Company or Private Auto	22.9%
Railroad between Cities	12.8%
Bus between Cities	10.4%
Motor Home/Camper	3.3%

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Trip Behavior (continued):

OTHER DESTINATIONS VISITED	
# of States Visited	3.3 states
# of Destinations Visited	5.0 destinations
California	69.5%
Los Angeles	43.5%
San Francisco	42.4%
Yosemite NP	16.7%
San Diego	12.9%
Death Valley	4.6%
Anaheim	3.8%
Nevada	59.8%
Las Vegas	58.0%
Utah	26.9%
Bryce Canyon NP	9.5%
Monument Valley	5.6%
Zion NP	6.9%
Salt Lake City	3.5%
New York	21.1%
Colorado	6.8%
Illinois	5.0%
Florida	4.7%
New Mexico	4.5%
Texas	4.1%
DC	3.7%

LEISURE ACTIVITIES	
Shopping	83.5%
Dining in Restaurants	86.6%
Visit National Parks	74.9%
Visit Historical Places	63.5%
Sightseeing in Cities	59.5%
Visit Small Towns	52.7%
Touring Countryside	48.0%
Cultural Heritage Sites	45.7%
Amus./Theme Parks	41.9%
Casinos/Gambling	38.0%
Guided Tours	30.8%
Visit Native Am. Comm.	29.5%
Art Gallery/Museum	22.7%
Concert/Play/Musical	22.1%
Water Sports/Sunbathing	20.4%
Nightclubs/Dancing	16.2%
Camping/Hiking	16.0%
Attend Sports Event	9.2%
Environ./Eco Excursions	8.7%
Ethnic Heritage Sites	8.4%
Golfing/Tennis	7.7%
Cruises	4.6%
Hunting/Fishing	2.2%
Ranch Vacations	1.8%
Snow Skiing	1.3%